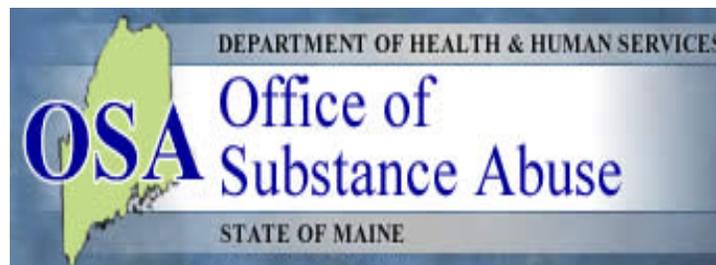


**Report Prepared For
The Office Of Substance Abuse**



2011 Parent Survey Report

Prepared by



**Five Milk Street, Portland, Maine 04101
Telephone: 207.871.8622 • Fax 207.772.4842
www.panatlanticsmsgroup.com**

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY.....	1
II. BACKGROUND & OBJECTIVES	4
III. METHODOLOGY	5
IV. FINDINGS	
• PARENTAL ATTITUDES	7
• PARENTAL BEHAVIORS	22
• PARENTAL INFLUENCE	39
• CURRENT & PROJECTED TEEN ALCOHOL USE	50
• COMMUNICATIONS / OUTREACH	60
V. DEMOGRAPHIC QUESTIONS.....	62

APPENDIX A – SURVEY INSTRUMENT

APPENDIX B – CROSSTABULATION TABLES

I. EXECUTIVE SUMMARY

In an effort to reduce underage alcohol use, the OSA Parent Media Campaign focuses on helping parents learn monitoring skills. The Parent Media Campaign also addresses appropriate modeling skills. The Parent Survey is designed to quantify the impact of this campaign. The results of this survey have been compared to and analyzed with previous Parent Survey results to gain an understanding of the influence of the campaign.

The survey results for 2011 suggest that the campaign continues to have positive impacts and that parental understanding of the risks involved and behavior modifications are heading in the right direction.

Monitoring Attitudes & Behaviors

Positive results have been recorded in the following areas:

- Awareness of and attitudes regarding the occurrence of underage drinking
- Understanding of the positive impact that modeling behaviors can have on the behavior of teenagers
- Parental behaviors regarding prevention and monitoring for teenage alcohol use

Specific positive results include:

- The degree of parental worry pertaining to each of the risks tested associated with teenage drinking has remained consistently high. While the degree of worry for each risk tested did not increase, the level of worry of potential risks is consistent with 2009 data. Degree of worry is on an upward trend since benchmarking began in 2008, and further, since initial research began in 2006.
- Parents appear to understand the importance of discussing underage alcohol consumption early with their children. The average appropriate age to begin talking about drinking in 2008, 2009 and 2011 was slightly under 10 years of age (2011 mean: 9.78 years old).
- Similarly, parents appear to understand the importance of early monitoring of their child's behavior with regard to alcohol. Statewide, parents indicate that the appropriate age to begin monitoring is between 11 and 12 years old (2011 mean: 11.47 years old).
- Parents most commonly talk to their children about alcohol use in the conversation framework that alcohol can damage their future. Nearly four in ten parents (37.3%) indicate that "I don't want you to drink because alcohol can damage your future" is the most common way they discuss the issue with their child.

I. EXECUTIVE SUMMARY

There are two relevant indicators that the messages of the OSA media campaign continue to reach parents. First, the six behaviors in order of significance are:

#1 Behavior: Know the parents of your child's friends

#2 Behavior: Enforce the rules that you make regarding alcohol usage

#3 Behavior: Check to see if an adult will be present at parties and social gatherings

#4 Behavior: Talk to your child when they come in about his/her night

#5 Behavior: Ask your child to call you to check in

#6 Behavior: Wait for your child to come home or set an alarm at curfew

These behaviors all score above a 4.70 on a five point scale where 1 is 'never' and 5 is 'always.' All are behaviors that have been prominently featured in the OSA parent campaign materials and media.

Additionally, the rating of behaviors that increased the most between 2009 and 2011 include the following:

- Ask your child if alcohol will be present at a party or social gathering
- Call to verify that a parent or responsible adult will actually be present at a party or social gathering
- Observe your child for signs of alcohol use when they come home at night

The increase in the adoption of these effective parental monitoring skills is a positive trend for the OSA Parent Media Campaign. The campaign's messages appear to be resonating with parents, and they report that they are using the skills promoted by the campaign.

Monitoring behaviors which were newly added to the 2011 survey also rated high. "Enforce the rules that you make regarding alcohol usage" was the top rated behavior by parents. "Limit your child's access to alcohol" scored somewhat lower at 4.13 on a five point scale. However, unaided feedback indicates that parents are indeed limiting their child's access. When asked what things parents do to prevent their child from drinking, one quarter of parents (24.1%) report that "there is no alcohol in the house" and 12.6% said "limit teen's access to alcohol at home."

Modeling Attitudes & Behaviors

The perceived influence of specific parental behaviors on teen drinking decisions have increased slightly or remained consistent with 2009 data. All of the five modeling behaviors tested which may send mixed messages to teens about alcohol consumption rated above a 3.4 on a four point scale where 1 is 'not at all influential' and 4 is 'very influential'.

- "Drinking more than 4 drinks in front of your teen" and "pressuring other adults to drink in front of your teen" rate as the most influential on their child's drinking decisions. Parents appear to be absorbing the messages of the campaign which express the view that children learn positive and negative behaviors from their parents.
- The mean rating of "ask their teen to get alcoholic beverages for them" has increased in its perceived degree of influence.

I. EXECUTIVE SUMMARY

There continues to be a significant discrepancy between parent perceptions of their child's alcohol use and teen drinking as reported by teens in the Maine Integrated Youth Health Survey (*latest available data, 2009*).

		Middle School	High School
Parent Survey	% Parents who believe their child has had alcohol, other than a few sips	5.2%	26.9%
MIYHS Survey	% Students who report having had alcohol, other than a few sips	28.1%	64.9%

The results of this research project suggest that the OSA Parent Media Campaign has continued to have successful impacts.

In order to achieve continued success and movement in parental awareness, attitudes, and behaviors, the campaign should be maintained. New monitoring and modeling behaviors added to the 2011 survey need to be benchmarked in future research to more deeply understand their ongoing impact.

It should be noted that changing behaviors is a long-term process, and thus, the campaign needs more time to fully effect the desired behavioral changes.